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January 24, 2014

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *jefielding mo*
Director and Health Officer

SUBJECT: **COMMUNITY TRANSFORMATION GRANT – YEAR TWO
(SEPTEMBER 18, 2012, AGENDA ITEM 34)**

This is in response to the September 18, 2012 Board motion instructing the Department of Public Health (DPH) to report to the Board after the close of each year on the Community Transformation Grant project, known as “Choose Health LA,” funded by the Centers for Disease Control and Prevention (CDC). Year Two of the project ended on September 30, 2013.

The attached report provides updates on progress across the project’s multiple strategic directions including interventions that support tobacco-free living, increase access to clinical preventive services, promote active living and healthy eating, and expand access to healthy and safe physical environments across Los Angeles County.

If you have any questions or need additional information, please let me know.

JEF:ml
PH:1209:011

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Community Transformation Grant Year Two Report

Public Education/Outreach

In September 2013, DPH launched *Choose Health LA Restaurants*, the County's first-ever healthy restaurants partnership which identifies restaurants that offer smaller portion size options and healthier children's meals, in addition to existing menu items. *Choose Health LA Restaurants* was promoted through a media campaign featured on Metro railways and buses, television, radio and online advertisements in the fall of 2013. Earned media coverage included local TV and radio news broadcast, Spanish news broadcasts, Asian-language broadcast, print, and online coverage with major stories covered in the *Los Angeles Times* and the *L.A. Daily News*.

Nutrition education materials on topics including portion control, sodium reduction and reducing sugary drinks were distributed to more than 150 community partners, including schools, nutrition educators, libraries and local health care providers. The "You Wouldn't Eat 22 Packs of Sugar, Why Are You Drinking Them?" message was featured on Metro railways and buses in August 2013. The Choose Health LA e-newsletter was launched in early 2013, and offers community stakeholders and partners quarterly updates across all of the project's strategic directions. Choose Health LA also continues to update and expand content on the ChooseHealthLA.com website. This includes consumer-friendly videos, fact sheets, and other useful multimedia tools about tobacco-free living, healthy eating, and active living.

A quit smoking public education campaign targeting the County's lesbian, gay, bisexual and transgender (LGBT) communities was launched on November 21, 2013 to coincide with the Great American Smokeout. Creative elements, including the messaging and outreach strategy, were developed in Year Two with input from members of LGBT communities as well as an internal DPH working group with experience working with these communities. During this period, steps were also taken to establish a contract with a vendor to support outreach efforts in LGBT communities, with a focus on social venues and health clubs/gyms.

Tobacco-Free Living

During Year Two of Choose Health LA, 11 community-based organizations across the County received funding to conduct community assessments to gain a better understanding of local communities, their physical and geographic characteristics, and public health needs. In addition, these organizations provided education and information on the dangers of secondhand smoke and strategies for reducing exposure to secondhand smoke. During this reporting period, Temple City implemented a jurisdiction-wide strategy to reduce exposure to secondhand smoke in public outdoor areas, including common areas of multi-unit housing. Temple City also implemented a tobacco retail license program requiring retail establishments to obtain a license to sell tobacco products.

Choose Health LA also worked with businesses and public health centers to implement tobacco-free campus policies to ensure employees, customers and visitors are protected from second-hand smoke exposure. During Year Two, four businesses received technical assistance to develop and implement tobacco-free policies. These businesses are located in the Koreatown area of Los Angeles, East Los Angeles and Downey. During Year Two, all 14 DPH public health

centers prepared to implement tobacco-free campus policies. The Martin Luther King Center for Public Health developed a tobacco-free environment policy with an effective date of March 1, 2013 and four others were implemented by July 1, 2013. The remaining public health centers implemented tobacco-free campus policies on November 21, 2013.

Choose Health LA continued to promote the California Smokers Helpline (1-800-No-Butts) including working with community health clinics to share information on smoking cessation resources.

Clinical Preventive Services

Under the Choose Health LA initiative, DPH facilitates development and implementation of the “team care” infrastructure as an important model for increasing utilization of clinical preventive services in ambulatory clinic networks in the County. Populations targeted are low-income patients that often do not receive preventive services and are at high risk for diabetes. These include Latino, African-American and Asian-Pacific Islander populations.

During Year Two, funded partners working to increase access to clinical preventive services included the Department of Health Services (DHS) Ambulatory Care Network, the LAC/USC Foundation Wellness Center, the Asian Pacific Liver Center at St. Vincent’s Medical Center, LA Best Babies Network at Dignity Health/California Hospital, the American Diabetes Association (ADA), Long Beach Health and Human Services, and the Pasadena Public Health Department.

DHS Ambulatory Care Network clinics continued to develop and implement their health information technology infrastructure designed to support team-based care and improved patient monitoring, assessment, clinical quality assurance, and improvement. In Year Two, Choose Health LA supported the i2i patient registry system development as a critical tool needed by clinical providers and care managers to track blood pressure, cholesterol level, blood glucose for diabetics, tobacco, and alcohol abuse.

The LAC/USC Foundation Wellness Center continued to develop innovative health programming and create linkages to social services critical to improving the health of the Boyle Heights community and other patients served at the LAC/USC DHS Ambulatory Care Clinics. To reach Asian-Pacific Islander groups, the Asian Pacific Liver Center of St. Vincent's Medical Center worked to establish referral protocols for community members with preventable health conditions through a faith-based organization network.

Four projects under Choose Health LA specifically target diabetic patients at high-risk for early heart attacks and strokes. In Year Two, LA Best Babies Network offered extensive technical assistance to four safety-net clinics in South Los Angeles serving prenatal and postpartum women to improve diabetes and obesity screening and management. The Los Angeles ADA partnered with five safety-net clinics that are working to become ADA Recognized Programs, offering diabetes education programs that meet the standards of the National Committee for Quality Assurance. The Long Beach Department of Health and Human Services and the Pasadena Department of Public Health both worked with their local safety-net clinics to offer comprehensive diabetes self-management programs that improve disease control and ensure that patients receive appropriate screening and prevention services.

Active Living, Healthy Eating and Safe Physical Environments

Promoting Healthy Food Purchasing Practices

During Year Two, project staff worked with three County departments to improve food service environments through the establishment of healthy nutrition standards and other food purchasing and presentation practices. These included the Department of Health Services, the Department of Beaches and Harbors, and the Department of Parks and Recreation. These food service operations serve County employees and members of the public in a range of worksite and recreational food settings, as well as lower-income children who access summer lunch and snacks in County parks. Project staff also continued to provide technical assistance to the Los Angeles Food Policy Council and the City of Los Angeles on the implementation of the Good Food Purchasing Policy in multiple City departments.

In June 2013, DPH hosted its third annual Food Policy Forum attended by more than 150 food service leaders from government, food service vendors, school districts, hospitals, and nonprofit organizations to discuss innovative strategies to create healthier food service environments.

Fresh Preparation of School Meals

Under Choose Health LA, California Food Policy Advocates (CFPA) has been contracted to implement a project focused on increasing the appeal of school meals in districts serving low-income students and to encourage the preparation of meals closer to the point of service. In Year Two, CFPA partnered with the Los Angeles Unified School District, Long Beach Unified School District, and Lancaster Unified School District to incorporate more freshly prepared meals on menus to improve nutrition quality and increase student participation.

All three school districts have also received technical assistance on implementing other strategies in the cafeteria environment to improve visibility and presentation of healthier menu items. This includes a series of trainings adapted from Cornell University's *Smarter Lunchroom* initiatives that use simple, low-cost and no-cost strategies to get students to select and eat healthy foods. Some examples include relocating fruit and other healthier items to more prominent locations in the cafeteria, updating menu descriptions, as well as enhancing food displays, to prompt students to select healthy foods.

CFPA is currently working with these districts on follow-up technical assistance as well as evaluation efforts with support from Choose Health LA. The California Department of Education participated in the September training and expressed interest in sharing the *Smarter Lunchroom* training with school districts statewide.

Promoting Healthy Communities Through Evidence-based Strategies

Under Choose Health LA, the California Center for Public Health Advocacy (CCPHA) provides technical support to local cities on the implementation of evidence-based strategies to increase access to healthier food options and increase physical activity in communities. These communities included Azusa, Baldwin Park, Carson, El Monte, Hawaiian Gardens, Hawthorne, Huntington Park, Pico Rivera, San Fernando, South El Monte, and La Puente. In August 2013, Hawaiian Gardens adopted a Healthy Eating Active Living resolution and a Healthy Food and Beverage policy.

As previously mentioned in the public education summary, a new County-wide voluntary public recognition program for restaurants, *Choose Health LA Restaurants*, was launched during Year Two after an extensive research and development period. The initiative, which is also supported with funding from First 5 LA, seeks to engage local restaurants in a partnership to offer customers healthier options when dining out. Partners in this effort have not only included local independent and chain restaurants, but also community and business groups that have provided valuable feedback and outreach support.

Year Two outreach activities for *Choose Health LA Restaurants* included sending a letter to all restaurants in the County to announce the program; engaging in one-on-one outreach and technical assistance to restaurant operators; conducting meetings with business organizations to gain industry support; presenting to community groups to encourage them to share information on the program; participating in community events to provide residents with information on the program; and printing and distributing resident outreach postcards and restaurant owner outreach brochures in multiple languages.

Technical assistance has been provided to more than 100 restaurant contacts during Year Two, with many restaurants initiating the enrollment process as a result. At the public launch of the program in September 2013, there were a total of 656 participating locations representing eight restaurant brands. Recruitment is ongoing to grow the number of program participants.

Breastfeeding Promotion

Choose Health LA has contracted with Breastfeed LA to lead an initiative to promote breastfeeding among new mothers in hospitals serving low-income families. The initial goal of the project was to provide technical assistance to 10 hospitals to help them achieve Baby-Friendly designation, a certification process administered by Baby-Friendly USA that ensures a hospital has procedures and practices in place to support breastfeeding among new mothers. However, due to high interest in the project among local hospitals, project staff is providing support to a total of 20 hospitals. The three County hospitals that achieved Baby-Friendly designation during a previous CDC grant, RENEW LA County, are among the 20 receiving assistance as they go through re-designation during the Choose Health LA project period. Baby-friendly re-designation occurs every five years, and requires hospitals to undertake an assigned quality improvement project during each year leading up to the five-year mark.

The hospitals that have completed memoranda of understanding for technical assistance include: Centinela Hospital Medical Center; East Los Angeles Doctors Hospital; Greater El Monte Community Hospital; Hollywood Presbyterian Medical Center; Memorial Hospital of Gardena; Monterey Park Hospital; Northridge Hospital Medical Center; Pacifica Hospital of the Valley; Pomona Valley Hospital Medical Center; Providence Little Company of Mary Medical Center San Pedro; Providence Little Company of Mary Medical Center Torrance; Providence St. Joseph Medical Center; San Gabriel Valley Medical Center; St Francis Medical Center; Torrance Memorial Medical Center; Whittier Hospital Medical Center; and UCLA Ronald Regan Medical Center. Pomona Valley Hospital Medical Center was surveyed by Baby-Friendly USA in September 2013 and is awaiting results.

Breastfeed LA is also partnering with eight prenatal clinics that feed into the previously listed hospitals. The goal of the clinic initiative is to increase the amount of prenatal breastfeeding education women and families receive to ensure greater breastfeeding success in the hospital.

The clinics that have completed memoranda of understanding for technical assistance include: Compton Clinic, Eisner Pediatric & Family Medical Center, Huntington Park Clinic, Irma Cohen Health Center, Leavey OB Clinic, Olive View UCLA Medical Center OB clinic, Simms Mann Wellness Center, and Venice Robert Levine Family Clinic.

Physical Education in Schools

In July 2013, Choose Health LA provided two week-long physical education professional development trainings for elementary and secondary teachers under a “train-the-trainer” model. A total of 42 Los Angeles Unified School District (LAUSD) participants attended the first training. A total of 22 Los Angeles County Office of Education (LACOE) participants from the following school districts attended the second training: El Monte Unified School District, Mountain View School District, Pasadena Unified School District, Pomona Unified School District, and Compton Unified School District. All LACOE and LAUSD participants received educational materials and other resources as guiding tools on quality physical education instruction. LACOE and LAUSD continue to provide these participants with ongoing technical assistance.

Several new programs have been implemented as a result of the summer professional development trainings. For example, in Mountain View School District, teachers who were trained will be providing training to the entire district to share information on the evidence-based physical education curriculum and assessment that was purchased for their district. In addition, San Jose Elementary School & Highly Gifted Magnet Center (LAUSD) has implemented “Operation Tone Up,” a 10-week in-school nutrition and exercise program, and also provided in-service trainings to teach fifth grade teachers on how to properly administer the FITNESSGRAM® Test.

Farmers’ Markets

Choose Health LA staff are working to help increase the availability of fresh fruits and vegetables to low-income County residents by expanding the number of farmers’ markets that accept CalFresh Electronic Benefit Transfer (EBT). Partners in this effort have included the Department of Public Social Services, the California Department of Social Services, the Los Angeles Food Policy Council, as well as other community stakeholders.

Technical assistance has been provided to more than 15 market managers representing approximately 25 weekly market locations. During Year Two an additional six markets began accepting CalFresh EBT, bringing the project total to seven. Markets that began accepting EBT during the past year include: City Hall (Los Angeles), Autry Museum (Griffith Park), Cal State University Long Beach, SouthBay Pavilion Mall (Carson), Yamashiro (Hollywood), and Silver Lake.

Healthy Eating Active Living (HEAL) Grantees

During Year Two, contracts were executed with eight contractors selected in response to the Healthy Eating Active Living (HEAL) Request for Proposals released under Choose Health LA. These eight contractors are working on a variety of strategies to increase opportunities for physical activity throughout Los Angeles County. Two contractors, Advancement Project and the City of Lancaster, are working on safe routes to school projects. Advancement Project and its

partners will develop a Safe Schools Vision Plan that serves as a guide for jurisdiction partners on how to create safe (from crime, violence, and traffic) and inviting streets for walking, bicycling, and playing around at least three middle and high schools in South Los Angeles. The City of Lancaster and its partners will engage community members in the development of a city-wide Safe Routes to School plan, which will include specific pedestrian and bicycle-oriented improvements to the streets for 29 schools in the city.

Three HEAL grantees will develop bicycle and pedestrian plans. The Los Angeles County Bicycle Coalition will work with partners TRUST South LA and the Los Angeles Department of Transportation to engage the community in a process to design six bike-friendly streets, four in South Los Angeles and one each in Boyle Heights and Sylmar. Day One and its partners will develop a Regional Bicycle Master Plan for a minimum of four San Gabriel Valley cities. UCLA and its partner, the City of Carson, will develop an active transportation plan for Carson that will identify the pedestrian, bicycle, and public transit resources needed to connect residents with schools, parks, commercial areas, and public transportation sites.

Baldwin Park and its partners will develop a city-wide healthy food corner market incentive program, piloted in three to five markets. The partners will develop strategies to promote, protect, and expand Electronic Benefit Transfer (EBT) acceptance at farmers' markets and will integrate nutrition education into the training of Health Eating and Active Living coaches at 17 Baldwin Park Unified School District schools. The Los Angeles Neighborhood Land Trust and their partner, the Los Angeles County Department of Parks and Recreation, will work with community members to develop and implement Community Safety Chapters for the Community Parks and Recreation Plans for the communities of East Los Angeles, East Rancho Dominguez, and Willowbrook. The YWCA will develop two community service plans that will identify strategies to promote physical activity that the YWCA will implement over the next five years.

Healthy Policies Initiative

Under Choose Health LA's Healthy Policies Initiative, DPH is partnering with the City of Norwalk and the City of Cudahy to improve access to physical activity. DPH will provide technical assistance to the City of Norwalk to develop a Parks Master Plan which will specify needed improvements at existing parks and potential new parcels for the City to develop "parklets" and open space. In Cudahy, DPH will provide technical support for the city to develop a city-wide Safe Routes to School Plan for the city's five public schools sites.

Transportation Finance Analysis

Choose Health LA supported The Safe Routes to School National Partnership (SRTSNP) in conducting an analysis of transportation finance within The Los Angeles County Metropolitan Transportation Authority (MTA) during Year Two. This research included identifying the multiple funding sources that MTA receives for transportation projects in an effort to understand where opportunities exist to increase investments in active transportation. Using the research findings, SRTSNP developed and released a brief on Transportation Finance in LA County. This brief identifies different strategies for increasing funding for active transportation and for promoting the development of "complete streets," which are built to accommodate multiple users including pedestrians, bicyclists, and motorists. Moving forward, the research will be used by community stakeholders, Choose Health LA grantees, and the MTA to identify funding opportunities and to incorporate active transportation planning into future projects.

City of Los Angeles General Plan Health and Wellness Chapter

The City of Los Angeles is developing a Health and Wellness Chapter for their General Plan Framework Element, which will help elevate health as a priority for future planning and development in Los Angeles. As part of this effort, the City developed a Health Atlas, a new tool that comprehensively examines health issues in Los Angeles and illustrates the role that neighborhoods play in community health. The Health Atlas, which will serve as the “existing conditions” section of the chapter, analyzes over 100 health conditions and related topics, including the geographic distribution of priority issues such as childhood obesity, pollution, and crime.

Using the data from the Health Atlas, the City developed an interactive web-based tool that maps numerous metrics about life in the region at both the city and neighborhood level. This interactive platform makes health, land use, crime, education, housing and economic data very accessible to multiple stakeholders and allows users to easily compare statistics between different geographic areas. Funded by Choose Health LA and The California Endowment, this multi-sector initiative provides the first update to the General Plan Framework in over 20 years, and will include the development of complementary programs to address issues identified.

Healthy Design Workgroup

On February 5, 2013, the Board formally adopted the Healthy Design Ordinance, which changed existing zoning and subdivision regulations to increase opportunities for physical activity and access to healthy foods. The ordinance established space for community gardens and farmers markets throughout the County and created more specific requirements for bicycle parking and sidewalk design.

Throughout 2013, DPH convened the interdepartmental Healthy Design Workgroup to develop and implement cross-departmental strategies for designing and building healthy environments. The workgroup, which was established by the Board, has selected priority implementation activities for 2014 and is organizing interdepartmental committees to implement these strategies.

Parks After Dark

Parks After Dark (PAD) is an innovative program that provides a venue for people of all ages, in communities that experience high levels of gang-related violence, to engage in physical activity in a safe setting. PAD was launched in the summer of 2010 as the prevention element of the County’s Gang Violence Reduction Initiative, beginning with three parks in unincorporated areas of LA County. PAD was expanded to six parks by the summer of 2012 with the help of Choose Health LA funding.

During Year Two of Choose Health LA, in the summer of 2013, there were more than 62,000 visits to all six PAD parks, an increase of 10,000 visits from the previous summer. PAD has increased safety and provided opportunities for physical activity in the intervention communities. There were more than 16,000 participants in physical activity programs during this period. Serious and violent crimes in the communities surrounding the original three parks declined 33% during the summer months between 2009 (the summer before program start) and 2013.

Lessons Learned

During Year Two, there have been several lessons learned. First, providing technical assistance to organizations working to achieve positive systems and environmental change can be a long process that requires ongoing contact and follow-up.

Second, working with a variety of diverse partners offers the greatest opportunity to maximize the reach of the work under Choose Health LA. One example is our partnership with a variety of groups from both the business and non-profit communities to launch *Choose Health LA Restaurants*. The Los Angeles Chamber of Commerce, the American Diabetes Association, and the California Restaurant Association are a few of the diverse organizations that have been engaged in the project.

Third, Choose Health LA funding has served as a catalyst to expand and accelerate other efforts in the County and the State. For example, the work on healthy food procurement practices and improving the appeal of school meals has expanded to multiple areas within the County, as well as other jurisdictions throughout the State. In addition, Choose Health LA has allowed for greater collaboration and sharing of best practices among partners within and outside the County. For example, communications and media resources developed by DPH have been shared with multiple jurisdictions outside Los Angeles County.

Finally, the use of public health data to target the areas of the County with the highest health disparities has been key to informing community groups, residents and other key stakeholders as they develop and implement strategies under Choose Health LA to reduce tobacco use, improve clinical services, increase physical activity and improve nutrition.